

CITY OF CORVALLIS
COUNCIL POLICY MANUAL

POLICY AREA 1 - GENERAL

CP 93-1.06 **Guidelines for Use of the City Logo**

Adopted September 7, 1993

Affirmed 1994

Revised October 16, 1995

Affirmed May 15, 2000

Revised February 6, 2006

Revised November 7, 2011

1.06.010 **Purpose**

To establish a policy regarding the use of the City's copyrighted logo.

1.06.020 **Definitions**

1.06.021 Government A federal, State, or local body or agency, or a combination thereof, created and designed to enact and enforce legislation, implement policies, design and carry out mandates, coordinate certain activities or projects, and facilitate and regulate certain activities.

1.06.021 Logo The logo is a semicircle with the Courthouse, Mary's Peak, tree and building outlines, and a goal statement "Enhancing Community Livability." A copy of the logo is attached.

1.06.022 Nonprofit A nonprofit corporation, organization, or group whose income is used for the benefit of the community, or local charitable purpose, and no part of which is distributed to members, directors, or officers.

1.06.023 City Partners An organization currently receiving financial support or an organization receiving dues and membership support from the City.

1.06.030 **Policy**

1.06.031 It is the policy of the City Council that use of the City's logo may be permitted by other governmental bodies, nonprofit organizations, and City partners under certain conditions:

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- 1) The usage will benefit the City of Corvallis in some manner or degree.
- 2) The cost of manufacturing the symbol or printing the document may be recouped, but no profit may be realized from the sale thereof by the approved user.
- 3) The design of the logo shall not be modified for any usage by any user without specific, prior approval of the City Manager.
- 4) The City may ask for reimbursement for the costs of its involvement in the approval process, if the process turns out to be a lengthy one.
- 5) The usage of the City's logo shall have a local focus or benefit; i.e., City of Corvallis, Benton County, Willamette Valley, or State of Oregon.
- 6) The usage of the City's logo shall not be of a lengthy, prolonged, or continuing duration.
- 7) Permission to use the City's logo shall be requested at least six weeks in advance of the proposed usage dates.
- 8) A permit shall be issued for each usage of the logo stating the purpose, design use, sponsoring organization(s), location(s), and dates, and shall be signed by all parties to the agreement. (Copy attached)
- 9) The City Manager may approve exceptions to 6), 7), and 8) for a City partner.

1.06.032 Examples of permitted uses of the logo include: imprimature on an official document, as the symbol of a specific event or occasion, as an award or symbol thereof, advertising a specific event, and others which may from time to time occur.

1.06.033 No usage of the City's logo shall be made by any entity other than the municipal government of the City of Corvallis without authorization by the City Manager.

1.06.034 The City's logo shall not be used for commercial purposes or ventures.

1.06.040 Review and Update

This Policy shall be reviewed every five years by the City Manager and updated as appropriate.

CITY OF CORVALLIS

LOGO

USAGE AUTHORIZATION PERMIT

RETURN COMPLETED FORM TO ASSISTANT TO CITY MANAGER/CITY RECORDER

Requesting Organization: _____

Purpose: _____

_____.

Designated Usage: _____

_____.

Dates of Usage: _____.

Location(s): _____

_____.

Other: _____

_____.

Date Approved by City Manager: _____

City's Approving Authority

Organization's Representative

